



More Research On Marketing Software Topics And Vendors To Come

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Feel free to scroll down now to see my planned list of topics for 2023, but first here is some background to the research.

Mine are written for **marketing** software buyers who need to automate one or more important marketing processes and list which vendors COULD provide the software their business will require for to automate a particular marketing process or family of processes. I try to use the terminology that I know marketers are using, but there is no guarantee that the vendors will be using that terminology when promoting their products. The same applies to the technology research companies who love to create as many technology categories as possible to increase the number of quadrants and waves (more quadrants, more “leaders”, more happy vendors). So, often, that collects a landscape of vendors using different technology labels but that is the reality.

All in all, there is a multitude of research report types out there. On one end of the spectrum, you have the **Analyst Reports** with industry analyst expertise and in-depth research. On the other end, we have **Crowd-Sourced Reports** in which rankings are driven by the quality and quantity of user reviews.

Analyst Reports

The Analyst Report is written for the research firm’s clients, usually large enterprises – which influences the list of vendors include, of course. These are smaller audiences than is often assumed. Usually, the readership of each report behind their paywall is perhaps in the hundreds – one vendor client told me that the latest two reports where his product was featured had 480 and just 58 views on the research website.

That can be a little depressing not only for the vendor but also for the analyst – all that work and so little attention! Of course, the brand power, and resulting product-marketing ego, of being in a “Magic Quadrant” or “Forrester Wave” means that some vendors buy reprint-licenses and offer a download of the report through their website. And they book the analyst to make speeches/webinars about the research – a little show business that compensates for the initial disappointment perhaps.

Crowd-Sourced Reports

These report rankings are driven by the quality and quantity of user reviews. If a company has a few hundred reviews with a high rating average, and another has a few thousand reviews with above-average ratings, it is likely the latter will position better in the report due to the sheer number of reviews. This is a huge advantage for larger vendors that have been on the market for a long time, and it’s likely they have review incentive programs to boost their ranking.



Research In Action Reports Have Both Perspectives

Our methodology is that we first survey 1,500 practitioners about THEIR view of automating the process(es) in questions. And then we ask them to name one or two vendors they associate with the project and give us feedback on the vendor's product, service, value-for-money, and ability to innovate. The vendors who score highly enough in the survey get into the report in the first place (usually 15 to 20 vendors).

Then, that curated market feedback is seasoned with a touch of industry analyst's (that's me) expertise to provide a more well-rounded recipe for successful vendor selection. In fact, much more than the quadrant or wave reports, these reports are embellished with several pages of trends insights that inform both buyers and vendors alike about what is most important when investing in the upcoming project.

My 2023 Research Plan

I've just put together my plan for next year's reports and I am preparing the surveys to be fielded across the Research In Action panel of 90,000 business professionals. Here are the topics:

- Customer Data Management
- Marketing Event Management
- Digital Asset Management
- Digital Experience Management
- Marketing Attribution Management
- Partner Management Automation
- Account-Based Marketing
- Customer Engagement Management

Our work really does fill that gap between an industry analyst report focused on large enterprise needs, and the "trip-advisor" type of review websites. They also reach and assist a broader community of software buyers. Lastly, the community reading the reports is probably a whole order of magnitude higher than the audience able to access the "Tier One" research reports. Here is our latest Market Impact statistics chart.

Always keeping you informed!

Peter O'Neill